

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of claims

1. (Currently Amended) In an interactive information distribution system containing service provider equipment and subscriber equipment that is interconnected by a communications network, a method of providing a subscription-on-demand service, comprising:

providing a set of more than two on-demand programs;  
packaging the set into a subset having at least two on-demand programs of the set of on-demand programs; and

providing a user interface for visually presenting a plurality of selectable objects for user selection including a first selectable object for selecting subscription-on-demand services to cause subscription-on-demand packages to be visually presented in response to selection of the first object by a user, wherein the subscription-on-demand packages visually presented includes at least having the subset as a selectable object, the user interface configured to allow selection of the selectable object representing the subset of the at least two on-demand programs to be purchased as a package for on-demand access subscription-on-demand package;

receiving a selection of one of the subset of the at least two on-demand programs; and immediately providing said selection in its entirety if a price of said selection is zero or providing an option to purchase the selection a la carte if said price of said selection is non-zero.

2. (Currently Amended) The method of claim 1 further comprising in response to selection of the first selectable object representing the subset of the at least two on-demand programs, causing subscription to the programming subscription-on-demand package.

3. (original) The method of claim 1 further comprising providing a time limited access period to the subset of the at least two on-demand programs without incurring an additional fee.

4. (original) The method of claim 1 further comprising providing a time limited to access period to the subset of the at least two on-demand programs.

5. (Currently Amended) The method of claim 1 further comprising providing subscription to the subscription-on-demand package at a predefined price.

6. (original) The method of claim 5 wherein the predefined price is a one-time access fee.

7. (original) The method of claim 6 wherein the one-time access fee has a time limited period of access.

8. (Currently Amended) The method of claim 1, wherein the at least two on-demand programs comprise a hierarchical subscription-on-demand package ~~of programming~~.

9. (Currently Amended) The method of claim 8, wherein the hierarchical subscription-on-demand package ~~of programming~~ comprises multiple ~~program~~ subscription-on-demand packages including a top level subscription-on-demand package including all of the at least two on-demand programs and at least one particular subscription-on-demand package including only a portion of the at least two on-demand programs.

10. (Currently Amended) The method of claim 9, wherein each of the at least one particular subscription-on-demand packages includes a respective portion of the at least two on-demand programs.

11. (Currently Amended) The method of claim 10, wherein the ~~respective portions~~ respective portion of the at least two on-demand programs ~~are~~ is defined according to content categories.

12. (Currently Amended) The method of claim 9, wherein the top level subscription-on-demand package comprises sports content, and the particular subscription-on-demand packages comprise one or more of particular sports, particular teams, amateur sports, professional sports, team sports, individual sports and player genders.

13. (Currently Amended) The method of claim 9, wherein at least one particular subscription-on-demand package is user defined to enable a personal subscription on demand (SOD) service subscription-on-demand package comprising user selected programs for inclusion in the subscription-on-demand package.

14. (Currently Amended) The method of claim 8, further comprising:  
in response to selection of a selectable object representing a top level of the hierarchical subscription-on-demand package of programming, causing subscription to the top level of the hierarchical subscription-on-demand package of programming.

15. (Currently Amended) The method of claim 8, further comprising:  
in response to selection of a selectable object representing a particular level of the hierarchical subscription-on-demand package of programming, causing subscription to the particular level of the hierarchical subscription-on-demand package of programming.

16. (Currently Amended) The method of claim 8, further comprising:  
in response to selection of multiple selectable objects representing respective subscription-on-demand package or programming, causing subscription to the multiple subscription-on-demand package of programming.

17. (Currently Amended) The method of claim 16, further comprising:  
constraining the pricing of the subscription to the multiple subscription-on-demand package of programming to a predefined price for a predefined time period.

18. (Currently Amended) The method of claim 13, further comprising:  
dynamically adapting programming subsets associated with a personal ~~SOD service~~ subscription-on-demand package, the personal ~~SOD service~~ subscription-on-demand package providing the content subsets at a predefined price for a predefined time period.

19. (Currently Amended) The method of claim 13, further comprising:  
automatically renewing a ~~SOD service~~ subscription-on-demand package upon expiration of a predefined time period.